

Health Marketing Campaign Update

*Steps Quarterly Partners Meeting
December 11, 2006*

Overview

- 1) Media Placement
- 2) Website Project Update
- 3) Campaign Timeline
- 4) How You Can Help

Objective

- Utilize an innovative, grass roots social marketing campaign to increase physical activity among families in the border region with children ages 9 – 12, with particular emphasis on Hispanics/Latinos and Native Americans, in order to help prevent obesity in those populations.

Media Placement

Each medium selected allows for placement in all three Counties and the Tohono O'odham Nation:

- Pools (family-focused venue)
 - Total # of locations: 23 pools
 - Materials: Two 3' x 5' banners and one 3' x 5' floor mat per pool
- Convenience stores
 - Total # of locations: 42 stores
 - Materials: One 12" x 18" window cling per store placed at eye level near entrances
 - Locations are open to flyer and promotional items distribution as well
- Recreation centers (including Boys & Girls Clubs, YMCAs and city organization rec centers)
 - Total # of locations: 24 centers
 - Materials: Two 3' x 5' banners per center
 - Over 400 attendees per day who spend 1 ½ to 2 hours per visit
 - Includes opportunity to hand out flyers, promotional items, educational materials

Media Placement (continued)

- Billboards
 - Total # of locations: 17 boards
- Online (cost-effective, geographically and demographically targeted, tracking capabilities for evaluation purposes)

Total number of times educational and/or promotional messaging is expected to be viewed during initial campaign phase: Over 21,940,000*

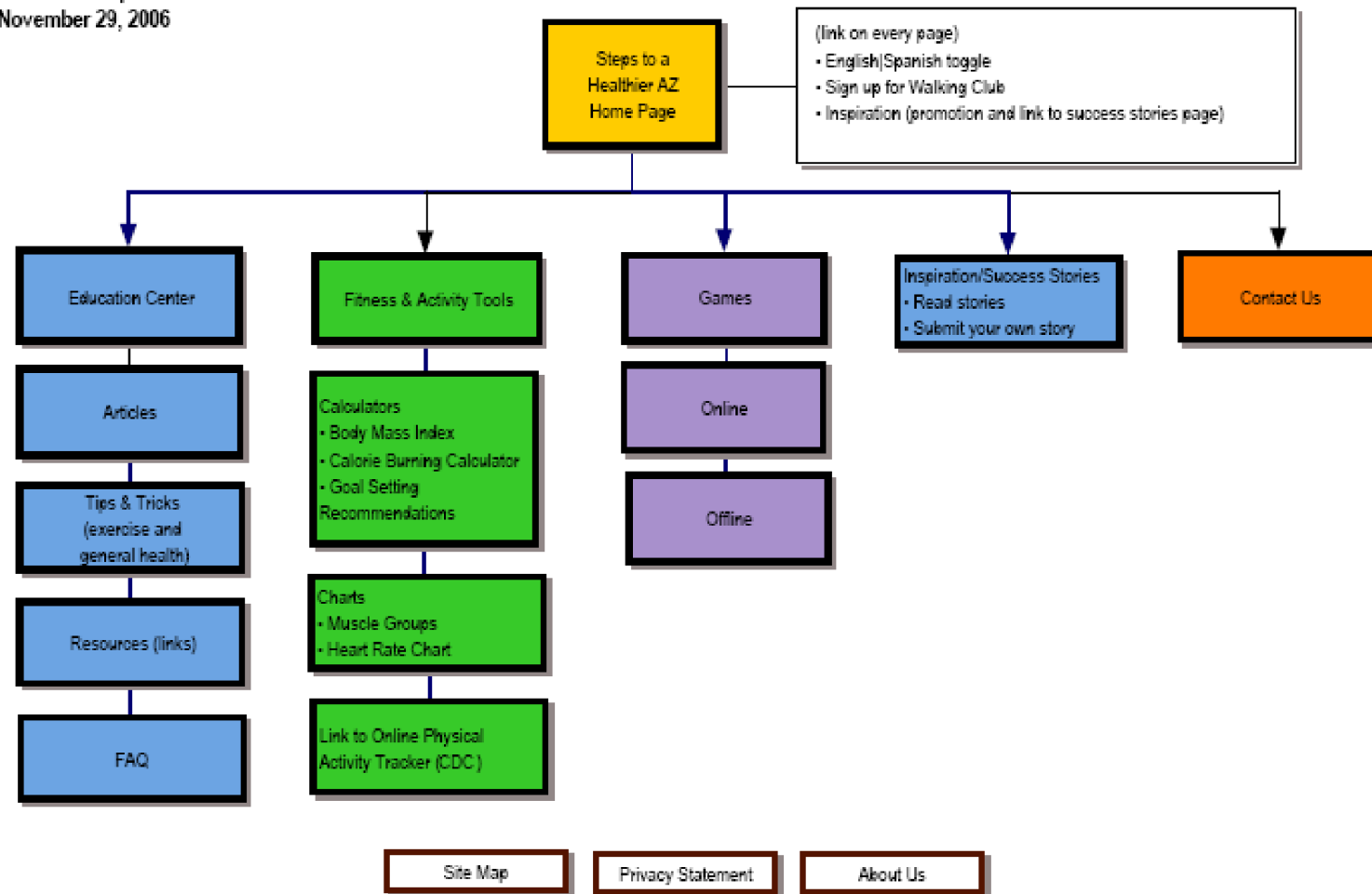
**does not include billboards, which can be estimated post-placement*

Website Project Update

- Website approved for development phase by Arizona Government Information Technology Agency (AzGITA) – 11/20/06
- Website url address “StepItUpAZ.org” selected – 12/28/06
- Web page content flow approved – 11/30/06

Website Project Update (continued)

Steps to a Healthier Arizona
Initial Site Map
November 29, 2006



Campaign Timeline

- Marketing materials produced February 2007
- Media placement from April 1 – August 31, 2007
- Website launch – end of March 2007
- Distribution of “event-in-a-box” to community partners for use in health fairs, screening, and outreach events – April 2007
- Public relations to encourage media coverage and word of mouth from May – July 2007

How You Can Help

To help us make our campaign unique and tailored to your communities' needs, we need your help!

- We need content for some key areas of the campaign website, and believe you as community leaders would be the best resource for this information, including:
 - Success Stories – Do you know someone in your community that has successfully lost weight as part of a healthy lifestyle change, or someone that has successfully controlled their diabetes, or reduced their dependence on asthma medications? Please provide us with their personal story of triumph!*
 - FAQs – What questions have you heard from community members regarding physical activity, such as how to start an exercise routine, what to expect, how to beat the heat when active in the summer, etc.? Please supply us with your best questions and answers!
 - Appropriate contact information for your walking clubs – to encourage new members and participation through online sign-up!

**All personal and/or identifying information will be changed and protected to maintain confidentiality.*

How You Can Help (continued)

- Please send your content to Sarah Lewis, ADHS Social Marketing Manager, at **lewiss@azdhs.gov** by **Friday, January 5th** for inclusion in the Steps campaign website!
- If you have any questions, please feel free to contact Sarah Lewis at (602) 364-3116.